INFORMATION REQUIRED FOR INTERVIEW

You must bring:
- A completed Application and Business Feasibility Study
- Proof of Identity in the form of a Driver’s Licence AND Passport or Birth Certificate

Below is a guide to help you prepare for the NEIS interview. Please gather and record as much of the requested information as possible to assist us in assessing your readiness to enter the program.

The following is a summary of information requested in the Business Feasibility Study:-

- A brief outline of your proposed business, including its objectives. Tell us why you want to run your own business.
- Detail regarding capital and financial requirements to commence the business. Consider the following:
  - What business assets do you currently own – make a list
  - What do you need to acquire – make a list
  - How much money do you need and where will you get it?
- Pricing Strategies. Discuss the rationale for pricing your product/service. Show us how you calculated the actual cost of your product/service. Consider the following:
  - Are you basing your pricing on an industry standard?
  - Is it your intention to fall below your competitor’s pricing?
  - If project-based, can you separate your project pricing into approximate categories?
- Expected turnover (or money into the business). List all possible streams of income, and estimate income for each month. Think about seasonality, and how quickly your business will build. Make this a realistic ‘wish list’ of the work you’d like to see come through the door!
- What are your main expenses? Consider the price of rent, Public Liability Insurance, and advertising (flyers/business cards/magazine advertising/google placement – whatever is relevant to your business)
- Evidence of market research. For example:
  - Surveys/Questionnaires of potential customers (talking to these people will help you determine things like demand, price, and target market)
  - Statistics (can be obtained through the Australian Bureau of Statistics)
  - Media articles supporting demand/growth areas within your industry
  - Results of market testing. For example, if you’ve been working on a hobby basis do you have receipts? Have you sold through markets, if so, have you kept a record of sales? How have people responded to your product or service?
  - Databases. Do you already have a list of people/organisations that will support your business, or a mailing list if you’ve been market testing?
  - Letters of Support and/or Intent to use your service, or purchase your product. If you’ve worked for people in the past, can they substantiate this with a letter supporting your business idea, or a statement indicating they will contract you in the future?
- Provide data on competition. Who are your main competitors? Where are they located?
- Competitive Advantage. Why is your product unique?
- Samples of product, advertising and/or promotional activity for the business - logo designs, flyers, folios, etc.
- Evidence of research relating to business name, ABN, or GST registration
- Details of essential licences and permits required for the business
- Insurance requirements (provide a quote or evidence of research undertaken on requirements)
- Proposed premises. Are you running a home-based or do you intend to rent commercial premises?
- Ownership structure. Will you be a sole-trader, in a partnership, or a company?
- Current resume and relevant qualifications

Regarding Skills Shortage Criteria, go to www.deewr.gov.au > Skills > Programs > Skills and Training Programs > Productivity Places > Program Documents and click on “Priority Occupations List with Eligible Qualifications”

If you cannot attend the scheduled interview, please contact the NEIS office ASAP on (03) 9925 2933.

www.rmit.edu.au/bus/neis